



**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

www.thebostonchannel.com

Billing Address:

**Crossroads Media**  
**Attention: Accounts Payable**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

| Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|-----------|--------------|---------------|---------------------|
| 954341-1  | 11/11/12     | November 2012 | 10/29/12 - 11/05/12 |

| Station | Account Executive | Sales Office | Sales Region |
|---------|-------------------|--------------|--------------|
| WCVB    | Scott Tarka       | Boston       | Local        |

| Advertiser             | Product                | Estimate Number |
|------------------------|------------------------|-----------------|
| American Crossroads NH | American Crossroads TV | 694             |

| Flight Dates        | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/30/12 - 11/05/12 | 954341  |             |

| Billing Calendar | Billing Type | Deal # |
|------------------|--------------|--------|
| Broadcast        | Cash         |        |

| Special Handling |
|------------------|
|                  |

| IDB # | Advertiser Code | Product Code |
|-------|-----------------|--------------|
|       |                 |              |

| Agency Ref | Advertiser Ref |
|------------|----------------|
|            |                |

| Line   | Start Date | End Date | Description                      | Start/End Time | MTWTFSS  | Length | Spots/Week | Rate       | Type |
|--|------------|----------|----------------------------------|----------------|----------|--------|------------|------------|------|
| 1  | 10/30/12   | 11/05/12 | 5a Eyeopener                     | 5-6a           | M-----   | :30    | 1          | \$1,600.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>  |            |          |                                  |                |          |        |            |            |      |
| 11/05/12 11/11/12 M----- 1 \$1,600.00  |            |          |                                  |                |          |        |            |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type    |            |          |                                  |                |          |        |            |            |      |
| 2 WCVB M 11/05/12 5:23 AM 5a Eyeopener 5-6a :30 USPRTV29ACH \$1,600.00 NM              |            |          |                                  |                |          |        |            |            |      |
| 2  | 10/30/12   | 11/05/12 | 6a Eyeopener                     | 558-7a         | -----F-- | :30    | 1          | \$3,500.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>  |            |          |                                  |                |          |        |            |            |      |
| 10/29/12 11/04/12 -----F-- 1 \$3,500.00  |            |          |                                  |                |          |        |            |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type    |            |          |                                  |                |          |        |            |            |      |
| 1 WCVB F 11/02/12 6:43 AM 6a Eyeopener 558-7a :30 USPRTV29ACH \$3,500.00 NM            |            |          |                                  |                |          |        |            |            |      |
| 3  | 10/30/12   | 11/05/12 | Good Morning America             | 658-9a         | -T-----  | :30    | 1          | \$4,000.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>  |            |          |                                  |                |          |        |            |            |      |
| 10/29/12 11/04/12 -T----- 1 \$4,000.00   |            |          |                                  |                |          |        |            |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type    |            |          |                                  |                |          |        |            |            |      |
| 2 WCVB Tu 10/30/12 8:48 AM Good Morning America 658-9a :30 USPRTV28ACH \$4,000.00 NM   |            |          |                                  |                |          |        |            |            |      |
| 4  | 10/30/12   | 11/05/12 | LIVE WITH KELLY & MICHAEL 9A-10A |                | --W-F--  | :30    | 2          | \$800.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>  |            |          |                                  |                |          |        |            |            |      |
| 10/29/12 11/04/12 --W-F-- 2 \$800.00   |            |          |                                  |                |          |        |            |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type    |            |          |                                  |                |          |        |            |            |      |
| 1 WCVB W 10/31/12 9:34 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV28ACH \$800.00 NM |            |          |                                  |                |          |        |            |            |      |
| 2 WCVB F 11/02/12 9:50 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV28ACH \$800.00 NM |            |          |                                  |                |          |        |            |            |      |
| 5  | 10/30/12   | 11/05/12 | The View                         | 1058-12n       | ---T---  | :30    | 1          | \$2,500.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>  |            |          |                                  |                |          |        |            |            |      |
| 10/29/12 11/04/12 ---T--- 1 \$2,500.00   |            |          |                                  |                |          |        |            |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type    |            |          |                                  |                |          |        |            |            |      |
| 3 WCVB Th 11/01/12 10:59 AM The View 1058-12n :30 USPRTV28ACH \$2,500.00 NM            |            |          |                                  |                |          |        |            |            |      |
| 6  | 10/30/12   | 11/05/12 | Midday News                      | 1158a-1230p    | ----F--  | :30    | 1          | \$1,250.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>  |            |          |                                  |                |          |        |            |            |      |
| 10/29/12 11/04/12 ----F-- 1 \$1,250.00   |            |          |                                  |                |          |        |            |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type    |            |          |                                  |                |          |        |            |            |      |

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

## DUPLICATE INVOICE



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**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

| Invoice #              | Invoice Date           | Invoice Month   | Invoice Period      |
|------------------------|------------------------|-----------------|---------------------|
| 954341-1               | 11/11/12               | November 2012   | 10/29/12 - 11/05/12 |
| Advertiser             | Product                | Estimate Number |                     |
| American Crossroads NH | American Crossroads TV | 694             |                     |

www.thebostonchannel.com

| Line   | Start Date | End Date | Description | Start/End Time | MTWTFSS  | Length | Spots/Week | Rate       | Type |
|--|------------|----------|-------------|----------------|----------|--------|------------|------------|------|
| 6  | 10/30/12   | 11/05/12 | Midday News | 1158a-1230p    | -----F-- | :30    | 1          | \$1,250.00 | NM   |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 1 WCVB F 11/02/12 12:10 PM Midday News 1158a-1230p :30 USPRTV28ACH \$1,250.00 NM           |            |          |             |                |          |        |            |            |      |
| <b>7 10/30/12 11/05/12 The Chew 1-2p ---T---</b>   |            |          |             |                |          |        |            |            |      |
| <b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>                                  |            |          |             |                |          |        |            |            |      |
| 10/29/12 11/04/12 ---T--- 1 \$1,500.00   |            |          |             |                |          |        |            |            |      |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 3 WCVB Th 11/01/12 12:59 PM The Chew 1-2p :30 USPRTV28ACH \$1,500.00 NM                    |            |          |             |                |          |        |            |            |      |
| <b>8 10/30/12 11/05/12 GENERAL HOSPITAL ABC SOAPS ROTA --W----</b>                         |            |          |             |                |          |        |            |            |      |
| <b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>                                  |            |          |             |                |          |        |            |            |      |
| 10/29/12 11/04/12 --W--- 1 \$2,000.00  |            |          |             |                |          |        |            |            |      |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 1 WCVB W 10/31/12 2:24 PM GENERAL HOSPITAL ABC SOAPS ROTA :30 USPRTV29ACH \$2,000.00 NM    |            |          |             |                |          |        |            |            |      |
| <b>9 10/30/12 11/05/12 KATIE COURIC DAY 3-4p -T-----</b>                                   |            |          |             |                |          |        |            |            |      |
| <b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>                                  |            |          |             |                |          |        |            |            |      |
| 10/29/12 11/04/12 -T----- 1 \$1,000.00   |            |          |             |                |          |        |            |            |      |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 1 WCVB Tu 10/30/12 3:54 PM KATIE COURIC DAY 3-4p :30 USPRTV28ACH \$1,000.00 NM             |            |          |             |                |          |        |            |            |      |
| <b>10 10/30/12 11/05/12 ELLEN EF 4P-5P M-----</b>  |            |          |             |                |          |        |            |            |      |
| <b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>                                  |            |          |             |                |          |        |            |            |      |
| 11/05/12 11/11/12 M----- 1 \$2,000.00  |            |          |             |                |          |        |            |            |      |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 3 WCVB M 11/05/12 4:34 PM ELLEN EF 4P-5P :30 USPRTV28ACH \$2,000.00 NM                     |            |          |             |                |          |        |            |            |      |
| <b>11 10/30/12 11/05/12 Newscenter 5 at 5 5-6p --W----</b>                                 |            |          |             |                |          |        |            |            |      |
| <b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>                                  |            |          |             |                |          |        |            |            |      |
| 10/29/12 11/04/12 --W--- 1 \$3,500.00  |            |          |             |                |          |        |            |            |      |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 1 WCVB W 10/31/12 5:23 PM Newscenter 5 at 5 5-6p :30 USPRTV28ACH \$3,500.00 NM             |            |          |             |                |          |        |            |            |      |
| <b>12 10/30/12 11/05/12 Newscenter 5 at 11 11-1130p --W----</b>                            |            |          |             |                |          |        |            |            |      |
| <b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>                                  |            |          |             |                |          |        |            |            |      |
| 10/29/12 11/04/12 --W--- 1 \$8,000.00  |            |          |             |                |          |        |            |            |      |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 2 WCVB W 10/31/12 11:22 PM Newscenter 5 at 11 11-1130p :30 USPRTV28ACH \$8,000.00 NM       |            |          |             |                |          |        |            |            |      |
| <b>13 10/30/12 11/05/12 Nightline 1135p-1206a -----F--</b>                                 |            |          |             |                |          |        |            |            |      |
| <b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>                                  |            |          |             |                |          |        |            |            |      |
| 10/29/12 11/04/12 -----F-- 1 \$2,000.00  |            |          |             |                |          |        |            |            |      |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 1 WCVB F 11/02/12 11:43 PM Nightline 1135p-1206a :30 USPRTV28ACH \$2,000.00 NM             |            |          |             |                |          |        |            |            |      |
| <b>14 10/30/12 11/05/12 20/20 958-11p -----F--</b>   |            |          |             |                |          |        |            |            |      |
| <b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>                                  |            |          |             |                |          |        |            |            |      |
| 10/29/12 11/04/12 -----F-- 1 \$15,000.00   |            |          |             |                |          |        |            |            |      |
| <b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b> |            |          |             |                |          |        |            |            |      |
| 1 WCVB F 11/02/12 10:45 PM 20/20 958-11p :30 USPRTV28ACH \$15,000.00 NM                    |            |          |             |                |          |        |            |            |      |

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| Invoice #              | Invoice Date           | Invoice Month   | Invoice Period      |
|------------------------|------------------------|-----------------|---------------------|
| 954341-1               | 11/11/12               | November 2012   | 10/29/12 - 11/05/12 |
| Advertiser             | Product                | Estimate Number |                     |
| American Crossroads NH | American Crossroads TV | 694             |                     |

| Line   | Start Date | End Date | Description                    | Start/End Time | MTWTFSS | Length | Spots/Week | Rate       | Type |
|--|------------|----------|--------------------------------|----------------|---------|--------|------------|------------|------|
| 15   | 10/30/12   | 11/05/12 | Weekend GMA                    | 7-8a           | -----S  | :30    | 1          | \$2,500.00 | NM   |
| <b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>                                 |            |          |                                |                |         |        |            |            |      |
| 10/29/12 11/04/12 -----S 1 \$2,500.00  |            |          |                                |                |         |        |            |            |      |
| <b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type                                   |            |          |                                |                |         |        |            |            |      |
| 1 WCVB Su 11/04/12 7:47 AM Weekend GMA 7-8a :30 USPRTV29ACH \$2,500.00 NM  |            |          |                                |                |         |        |            |            |      |
| 16   | 10/30/12   | 11/05/12 | 6p News Weekend                | 6-630p         | -----S  | :30    | 1          | \$3,500.00 | NM   |
| <b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>                                 |            |          |                                |                |         |        |            |            |      |
| 10/29/12 11/04/12 -----S 1 \$3,500.00  |            |          |                                |                |         |        |            |            |      |
| <b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type                                   |            |          |                                |                |         |        |            |            |      |
| 1 WCVB Su 11/04/12 6:26 PM 6p News Weekend 6-630p :30 USPRTV28ACH \$3,500.00 NM  |            |          |                                |                |         |        |            |            |      |
| 17   | 10/30/12   | 11/05/12 | This Week / C. Amanpour 10-11a |                | -----S  | :30    | 1          | \$5,000.00 | NM   |
| <b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>                                 |            |          |                                |                |         |        |            |            |      |
| 10/29/12 11/04/12 -----S 1 \$5,000.00  |            |          |                                |                |         |        |            |            |      |
| <b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type                                   |            |          |                                |                |         |        |            |            |      |
| 1 WCVB Su 11/04/12 10:57 AM This Week / C. Amanpour 10-11a :30 USPRTV28ACH \$5,000.00 NM                                     |            |          |                                |                |         |        |            |            |      |
| 18   | 10/30/12   | 11/05/12 | AFHV                           | 658-8p         | -----S  | :30    | 1          | \$8,000.00 | NM   |
| <b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>                                 |            |          |                                |                |         |        |            |            |      |
| 10/29/12 11/04/12 -----S 1 \$8,000.00  |            |          |                                |                |         |        |            |            |      |
| <b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type                                   |            |          |                                |                |         |        |            |            |      |
| 1 WCVB Su 11/04/12 AFHV 658-8p :00 \$8,000.00 NM<br>See MG 18.2  |            |          |                                |                |         |        |            |            |      |
| 2 WCVB Su 11/04/12 7:22 PM OTR Primetime Election Special LOCAL PRIME SPI :30 USPRTV28ACH \$8,000.00 NM<br>MG for 18.1 11/04 |            |          |                                |                |         |        |            |            |      |
| 19   | 10/30/12   | 11/05/12 | Sportscenter 5 OT              | 1135p-12m      | -----S  | :30    | 1          | \$1,500.00 | NM   |
| <b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>                                 |            |          |                                |                |         |        |            |            |      |
| 10/29/12 11/04/12 -----S 1 \$1,500.00  |            |          |                                |                |         |        |            |            |      |
| <b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type                                   |            |          |                                |                |         |        |            |            |      |
| 1 WCVB Su 11/04/12 11:42 PM Sportscenter 5 OT 1135p-12m :30 USPRTV28ACH \$1,500.00 NM  |            |          |                                |                |         |        |            |            |      |
| <u>Total Spots</u> <b>20</b>   |            |          |                                |                |         |        |            |            |      |

**Payment Terms 30 Days**

|                          |                    |
|--------------------------|--------------------|
| <u>Gross Total</u>       | <b>\$69,950.00</b> |
| <u>Agency Commission</u> | <b>\$10,492.50</b> |
| <u>Net Amount Due</u>    | <b>\$59,457.50</b> |